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Press Statement

To: All Media Houses

Date: 12/12/12

Please find a press statement for your information from MULTICHOICE BOTSWANA.

For any queries on this statement or anything else in relation to this statement please contact the undersigned.

Thanking you in advance.

Kind regards,

Maipelo Moatshe

Public Relations Practitioner

Directors: Kabelo N Binns* (MD), Andre Wagner (Non Exec)***, Rob Vinnen* (Non Exec)

* Motswana, ** South African



Press Statement – For Immediate distribution

Distribution: All Media Houses

Dated: 12/12/2012

Pay easy, Watch easy: MultiChoice Botswana introduces new payment platforms

OR

Convenient Payment Platforms For Multichoice Botswana Subscribers

GABORONE – MultiChoice Botswana has launched three new payment platforms for its subscribers, adding to the already existing alternative payment platforms on offer. Together with Mascom, Orange and First National Bank, MultiChoice now offers its subscribers a more convenient platform to settle their accounts using their cell phone. The use of these platforms offers instant reconnection.

Billy Sekgororoane, MultiChoice Botswana MD said, “Mindful that our viewers enjoy to unwind after a long day in front of the TV and not stand in payment queues, we have launched these wide reaching and reliable platforms to allow our subscribers to enjoy what they love best – watching their favourite DStv shows, uninterrupted.” He added that MultiChoice Botswana was proud to join forces with these esteemed companies for the benefit of all their valued subscribers.

MultiChoice Botswana also highlights and urges subscribers to use the self service facility which allows customers to reset their smartcards and clear error codes, check balances, find out when their subscription is due without calling the call centre. Subscribers can send an sms to the 17771 short code with any of the following key words: due, balance, pay, reset, account followed by their smart card no. A text response will be sent to their cell phone with the required information. The short code can be used at anytime from any cell phone network further giving customers the power to manage their DStv accounts.

MyZaka Mascom Money, Orange Money and FNB’s online services can all be accessed from a cell phone and FNB’s additionally from a computer. The online service is targeted to reduce the need for subscribers to physically travel to the MultiChoice offices and wait in line to pay, especially during the month end when queues are at their longest. The platforms also eliminate the risks that come with carrying cash. Customers are also advised that these platforms only work as per the customers choosing and no monies are spent without the

customer allowing for the transaction to go through. First Pay though offered by FNB is for Visa Debit Card and Credit Card holders across all banks.

In order to further educate viewers about the ease of these platforms, MultiChoice will be hosting Customer Days on the 13th and 14th of December at Airport Junction Mall and will among other things run competitions to reward existing and signed up subscribers. Basadi Molelekeng, MultiChoice Botswana Sales and Marketing Manager remarked that “During the Customer Days we intend to educate and excite our subscribers with game shows similar to some of their favourite shows on DStv. All participants will stand a chance to win splendid prizes and DStv merchandise”.

Concluded Mr Sekgororoane, “MultiChoice will continually look for ways to add value to our DStv subscribers’ experience. We are confident that the new payment platforms will make frequent branch visits a thing of the past”.

ENDS—

For more information contact:

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Or

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